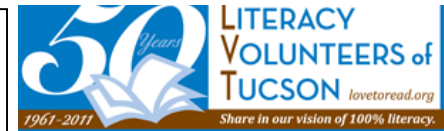


Dashboard JUNE 2011

FYTD: Fiscal Year to Date **LFYTD:** Last Fiscal Year to Date
Student and Volunteer numbers reflect previous month to allow sufficient data collection and entry time.



Marketing and Outreach			
	June 11	FYTD	LFYTD
Table Events	1	30	11
Media Hits	1	19	20
Facebook Friends	9 new	635	486
Website visits	953	13,852	5,981
Unique Website visits	619	6,835	3,288
Email blasts	0	11	18

Recruitment & Training			
	June 11	FYTD	LFYTD
Literacy Briefing Attendees	19	389	284
Orientation Attendees	20	383	431
BL Tutors Trained	12 ¹	76	n/a
ELAA Tutors Trained	0 (not held)	56	n/a
All Tutors Professional Development ²	23	197	193

Fundraising			
	June 11	FYTD	LFYTD
# Individual Gifts			
Individual Gift \$			
# and \$ Grants Pending			
# and \$ Grants Denied			
# and \$ Grants Funded			
# Online Donations ³			
Online Donation \$			
Total \$			

Volunteers			
	May 11	FYTD	LFYTD
# of Volunteers	269	628	497
# of Volunteer Hours	3,076	40,755	36,844
# of Tutors	174	335	315
# of Tutor Hours	2,401	29,177	27,461

BL Tutors			
	May 11	FYTD	LFYTD
# of BL Tutors	106	183	176
# of BL Tutor Hours	1,348	13,034	10,773

ELAA Tutors			
	May 11	FYTD	LFYTD
# of ELAA Class Tutors	75	162	144
# of ELAA Tutor Hours	1,067	15,630	15,116

Students			
	May 11	FYTD	LFYTD
# Enrolled (>0 hrs)	474	1,874	1,874
# Hours	3,814	48,898	48,354

BL Students			
	May 11	FYTD	LFYTD
# BL Enrolled	137	377	287
# BL Student Hours	2,010	13,252	8,615
# Students 1:1	64	171	199
# Students Small Group	62	159	19
# Students Tutoring Center	24	134	108

ELAA Students			
	May 11	FYTD	LFYTD
# ELAA Enrolled	335	1,491	1,539
# ELAA Student Hours	1,779	34,782	37,714
# ELAA sites	21	22	22
# ELAA classes	45	45	n/a

*The Literacy Movement Focus Groups and Individual interviews were completed in June. The Literacy Movement Community Survey is underway. Briefings will be held in August to present participants and others the results of the research.
 *SAVE THE DATE! October 1st is the Big the 5 into 1 Literacy Movement Event. The name of the new org will be unveiled

*WE ENDED THE YEAR IN THE **BLACK!**
 *Online giving almost doubled from last year
 *Individual donations are up over 18% our goal was 12%..

*As of the end of May, we have exactly the same number of students as we did last year. Considering the political climate here in Arizona, in which numbers are down in schools and churches, medical clinics are closing, etc, this shows phenomenal programming.

¹ BL – May 31, June 4 and June 7 Training dates

² All who participated in some form of PD – both ELAA and BL, both Facilitators and Participants, excludes Foundations Tutor Training

³ These donations now come in through the Literacy Movement website